

INTISARI

Program Jogja Heritage Track (JHT) rute Sangkan Paraning Dumadi merupakan program wisata edukasi berbasis bus panorama yang dikembangkan oleh Dinas Kebudayaan DIY untuk menyampaikan nilai kosmologis Sumbu Filosofi Yogyakarta kepada wisatawan, khususnya setelah kawasan ini ditetapkan sebagai Warisan Budaya Dunia oleh UNESCO pada September 2023. Penelitian ini bertujuan memahami bagaimana wisatawan memaknai persepsi keaslian (*perceived authenticity*) dari pengalaman wisata budaya yang mereka peroleh selama mengikuti rute tersebut. Penelitian menggunakan pendekatan kualitatif deskriptif-interpretatif melalui observasi partisipatif, wawancara mendalam dengan sepuluh wisatawan dan tiga informan dari pihak pengelola, serta studi literatur pada periode Desember 2025 hingga Februari 2026. Analisis menggunakan analisis tematik reflektif Braun dan Clarke (2006) dengan kerangka *perceived authenticity* Kim dkk. (2018) yang mencakup lima dimensi, *accurate representation of historical realities, correspondence to historical documents, actual time, original object*, dan *originality verification by historians*. Temuan menunjukkan bahwa wisatawan membangun persepsi autentisitas yang bermakna melalui sinyal naratif selama perjalanan dan kepercayaan asimetris terhadap identitas kelembagaan penyelenggara, bukan melalui verifikasi faktual. Keterbatasan akses fisik akibat revitalisasi kawasan pascapenetapan UNESCO 2023 turut memengaruhi pengalaman pada dimensi *actual time* dan *original object*. Wisatawan yang tergolong Generasi Z juga tidak menempatkan verifikasi historis sebagai prioritas utama, melainkan menekankan kualitas pengalaman langsung. Program yang tidak dirancang untuk menyampaikan kosmologi Jawa secara komprehensif justru berhasil membangun persepsi autentisitas yang bermakna karena wisatawannya memang tidak mencari kedalaman tersebut.

Kata kunci: *perceived authenticity*, Jogja Heritage Track, Sangkan Paraning Dumadi, Sumbu Filosofi Yogyakarta, wisata warisan budaya

ABSTRACT

The Sangkan Paraning Dumadi route of the Jogja Heritage Track (JHT) program is a panoramic bus-based educational tourism initiative developed by the Cultural Affairs Office of the Special Region of Yogyakarta to convey the cosmological values of the Yogyakarta Philosophical Axis to visitors, following its inscription as a UNESCO World Heritage Site in September 2023. This study aims to understand how tourists interpret the perceived authenticity of the cultural heritage experience they receive during the route. A descriptive-interpretive qualitative approach was employed through participatory observation, semi-structured in-depth interviews with ten tourists and three management informants, and literature review conducted between December 2025 and February 2026. Analysis drew on Braun and Clarke's (2006) reflexive thematic analysis and the perceived authenticity framework by Kim et al. (2018), encompassing five dimensions, accurate representation of historical realities, correspondence to historical documents, actual time, original object, and originality verification by historians. The findings reveal that tourists construct meaningful perceived authenticity through narrative cues and asymmetric institutional trust, rather than factual verification. Physical access restrictions due to post-UNESCO revitalization policies affected experience in the actual time and original object dimensions. Most tourists, belonging to Generation Z, also prioritized lived experience quality over historical verification. A program not designed to deliver comprehensive Javanese cosmology nonetheless builds meaningful perceived authenticity because its visitors do not seek that depth.

Keywords: perceived authenticity, Jogja Heritage Track, Sangkan Paraning Dumadi, Yogyakarta's philosophical axis, heritage tourism